

## CONTACT

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## FURTHER EDUCATION

### BA (HONS) FASHION BUSINESS AND PROMOTION

SEPT 2015-JUNE 2018 BIRMINGHAM CITY UNIVERSITY

Throughout the course an extensive range of skills and knowledge were developed over several modules and different aspects of the industry. These included:

#### DIGITAL MARKETING, BRANDING & PR

- Created a marketing report with in-depth analysis into a British fashion brand, Jack wills, using Adobe InDesign.
- Extensive research on brand identity and market segmentation using both primary and secondary research.
- Marketing mock ups including: billboards, social media created through Adobe Photoshop and Illustrator.

#### EVENTS MANAGEMENT

- Team work of 8 fashion students developed a live charity event, Underground Events Platform 1, for all creative to showcase their work and show their talent at Digbeth as a fundraiser for St. Basils Charity. Overall made over £900 for the charity.
- Assigned a role as a Finance Manager with responsibilities to create a cash flow and all finance data.
- Worked closely with Social Media and PR manager to build brand awareness and produced social media content and posts through InDesign and Photoshop to suit brand identity.

#### INTERNATIONAL RETAILING

- Constructed a business plan strategy for Swensens an American ice cream parlour, to internationalise into the UK market.
- In depth research into UK/US market with current drivers that will affect the idea.
- Understanding the impacts from internal and external factors which includes: Legal, Environmental, Political, Economical, Social, Technology, Consumers and Competitors.
- Designed posts and mock ups for the launch via Photoshop.
- Created mock up van for marketing purpose.

## THANYARAT (TANYA) LUEANGLUE

## PERSONAL PROFILE

BA Hons Fashion Business and Promotion graduate from Birmingham City University. A focused, friendly and hard-working individual with over 4 years of excellent customer service experience. Always have a passion for fashion and seeking for a role where I can develop and utilise my knowledge and skills even further. Aspiring to pursue a career in Marketing

### FINAL MAJOR PROJECT

- Generated an innovative concept with development of research from competition work. Pure60+ a specialised fitness club partnership with Pure Gym that provides exercise activities that brings senior age over 60 together to create a community and earn rewards through rewards scheme.
- Detailed and justification of concept through business plan with swot analysis and 4p's analysis of competitors. Marketing plans and financial overview.
- Marketing mock ups created via Photoshop and collaboration with graphic designer student to produce a professional Promo video standard.
- Conducted an interview with Pure Gym Derby Manger for industry insight and guidelines of the concept.

### TREND FORECASTING

- Transhumanism , man and machine emerged.
- Used different resources such as: WGSN and LS:N for inspirational direction, in order to develop an upcoming trend of man and machine.
- Understanding of emerging trends.

## EDUCATION

DIPLOMA IN FASHION RETAIL LEVEL 3 | ROUNDHOUSE DERBY COLLEGE | 2014-2015  
ACHIEVED DISTINCTION\*

AS LEVELS - 2013-2014  
JOSEPH WRIGHT DERBY  
COLLEGE

11 GCSE'S - 2008-2013  
WEST PARK ACADEMIC  
SCHOOL

ENGLISH  
IT  
PSYCHOLOGY

A\*- C GRADES INCLUDING ART,  
MATHS AND ENGLISH

## EMPLOYMENT

### HOUSE OF FRASER | INTU NOTTINGHAM BEAUTY CONSULTANT/ALL BRANDS

DEC 2017 - CURRENT

- Service Specialist in Beauty Department.
- Worked well as a team when re-arranging display and products on shop floor.
- Strong knowledge of beauty industry.
- Completed a full face make up for Bare Mineral for customers as an appointment and received good feedback from this.
- First Christmas temp to ever receive a customer review on HOF website - given a box of chocolate as a reward from the team.
- Good knowledge on tills, manage to do exchange, refund and transfer money into gift cards.

### TIGER BAR | DERBY CENTRE BAR STAFF | 3 YEARS

APR 2015- JAN 2018

- Working under pressure and fast pace environment.
- Strong understanding of customer requirements and made sure to provide a friendly, efficient, hygienic to all customers.
- Tact and diplomacy for dealing with difficult situations.
- Numeracy skill- able to self-calculate fast.
- Able to use the till with full understanding.
- Trained new staff.

### ROUND HOUSE EVENTS | DERBY COLLEGE BAR STAFF/WAITRESS | 2 YEARS

APR 2015- FEB 2017

- Dealt with confrontation.
- Long hours were given at seasonal time so I was very punctual.
- Worked well with others
- Bar and waitress skill developed
- Good memory and calculation skill.

## MY EXPERIENCE

### TOPSHOP | INTU DERBY SALES ASSISTANT | 1 WEEK

MARCH 2015

- Up-to-date with fashion trends
- Replenish stock and maintain high standards of merchandising
- Re-displayed underwear department to required standard.
- Ability to work well with other people and be adaptable in order to deal effectively with the demands placed on the team.

### AIS COMPANY | WORK PLACEMENT PROJECT PRESENTATION | 3 WEEK

28TH NOV - 16TH DEC

- Completed 3 weeks work placement in a group with AIS company. Was given a task to find ways in which the brands could improve their promotion skill for the concessions.
- Created mock ups for marketing strategy for the brand.
- I have received a positive feedback from AIS Director of Fashion.

## AWARDS

NOMINATED FOR GRADUATE FASHION WEEK  
AWARD (FASHION FOR ALL) | BIRMINGHAM  
CITY UNIVERSITY

2018

ACHIEVED 'THE PEAK AWARDS' AT DERBY  
COLLEGE FOR RETAIL/TRAVEL & TOURISM  
EXCELLENT, SPONSORED BY DERBY TELE-  
GRAPH.

2015

ACHIEVED DUKE OF EDINBURGH BRONZE  
AWARD. VOLUNTEERED BASKETBALL COACH  
FOR YEAR 6 AT BORWOOD PRIMARY  
SCHOOL IN DERBY AS PART OF DOE.

2012

### SKILLS GAINED/DEVELOPED

#### SELF RELIANCE SKILLS

Gantt Chart, problem solving, time management, organised.

#### PEOPLE SKILLS

Communication skills, Team work, leadership, friendly.

#### GENERAL SKILLS

Microsoft office, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Sketch up.

## REFERENCES

### ALISON RAPSEY

COURSE LEADER  
BA (HONS) FASHION  
BUSINESS AND  
PROMOTION

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